



Post-Secondary Tobacco Prevention Toolkit

South Dakota
DEPARTMENT OF HEALTH



Minnesota
Institute
of Public
Health

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TABLE OF CONTENTS

Introduction	1
How to Use the Toolkit	1
References	3
Section 1: Implementing a Comprehensive Approach to Tobacco Prevention.....	7
Strategy 1: Create a tobacco-free normative environment	8
Strategy 2: Restrict tobacco sales, advertising, and promotion	9
Strategy 3: Increase and enforce sound tobacco-related rules and policies	10
Strategy 4: Educate students about tobacco prevention	10
Strategy 5: Offer tobacco cessation programs designed for college students.....	11
Guidelines for Treating Tobacco Use and Dependence	12
References	13
Section 2: Tobacco Prevention Policy Strategies.....	17
Seven-Step Policy Plan	18
Five Key Steps to Taking Action	19
Policy Development.....	20
Four Types of Tobacco Prevention Policies	20
Policy Implementation.....	21
Policy Enforcement.....	21
Sample Tobacco-Free Policy.....	22
References	23
Section 3: Tobacco Prevention Curriculum Infusion Strategies.....	27
Factors Contributing to Successful Curriculum Infusion Programs	27
References	32
Section 4: Tobacco Prevention Resources	35

INTRODUCTION

Tobacco use remains the leading cause of preventable death in South Dakota. More deaths are caused each year by tobacco use than by human immunodeficiency virus (HIV), illegal drug use, alcohol use, motor vehicle injuries, suicides, and murders combined. Smoking harms nearly every organ of the body; causing many diseases and reducing the health of smokers in general (1). The adverse health effects from cigarette smoking account for an estimated 438,000 deaths, or nearly 1 of every 5 deaths, each year in the United States (2, 3). The 2006 Surgeon General's report on secondhand smoke concluded that secondhand smoke causes premature death and disease in children and in adults who do not smoke (4).

Furthermore, the Centers for Disease Control and Prevention (CDC) issued the *Best Practices for Comprehensive Tobacco Control Programs* that describes an integrated programmatic structure for implementing interventions proven to be effective and provides the recommended level of state investment to reach these goals and reduce use in each state (5). On average, there are over 1,000 annual smoking-attributable deaths and 18,000 youth ages 0–17 projected to die from smoking in South Dakota (5). In addition to the death caused by smoking there is also a significant amount of annual costs incurred in South Dakota. For example, total medical costs are \$274 million, Medicaid medical costs are \$58 million, and lost productivity from premature death is \$228 million (5).

College students who smoke have higher rates of respiratory infections and asthma as well as a higher incidence of bacterial meningitis, especially among freshman living in dorms (6). Smokers have

lower grade point averages (GPA) than nonsmokers. The Harvard College Alcohol Study found that smokers are 27.0% less likely than nonsmokers to have an above B grade average (7). Daily smokers were found to have even lower GPAs than high-risk drinkers (8). Smoking can thus lower a school's reputation in terms of academic performance and possibly detract from its ability to bolster student achievement and attract top students (9).

As part of a comprehensive plan, the South Dakota Department of Health, Tobacco Control Program is working to:

1. Reduce the number of people who start using tobacco;
2. Increase the number of people who quit using tobacco; and
3. Reduce the number of nonsmokers exposed to secondhand smoke.

The South Dakota Department of Health Tobacco Control Program contracted with the Minnesota Institute of Public Health to develop the *Post-Secondary Tobacco Prevention Toolkit*. This Toolkit provides a comprehensive approach to tobacco prevention including policies, curriculum infusion, and resources for South Dakota post-secondary campus professionals. The Toolkit has been designed to serve as a user-friendly guide within post-secondary campuses.

How to Use the Toolkit

The *Post-Secondary Tobacco Prevention Toolkit* is designed to serve as a user-friendly guide that can assist with planning and implementation of tobacco prevention efforts. The majority of the

information described in the Toolkit aims to support a comprehensive approach to tobacco prevention. The Toolkit is designed for post-secondary professionals throughout South Dakota. Professionals can use the Toolkit to:

- understand a comprehensive approach to tobacco prevention,
- assist in the development and implementation of tobacco-free policies,
- select content for tobacco curriculum infusion, and
- find sources of information.

The Toolkit is organized into four sections, which correspond to these areas. Each section is unique and is described below. Within each section you will find case study examples in yellow shaded areas. This information provides an example of how to implement the information within that section. Each section includes a bibliography.

Section 1: Implementing a Comprehensive Approach to Tobacco Prevention

The Comprehensive Approach to Tobacco Prevention section includes information from the Tobacco Technical Assistance Consortium and provides case study examples from throughout the nation.

Section 2: Tobacco Prevention Policy Strategies

The Tobacco Prevention Policies section includes information and case study examples about tobacco free policy implementation in post-secondary campus settings.

Section 3: Tobacco Prevention Curriculum Infusion Strategies

The Tobacco Prevention Curriculum section includes a variety of information about curriculum infusion. The information includes specific examples of how professionals may include tobacco prevention in a variety of classes on campus.

Section 4: Tobacco Prevention Resources

The South Dakota Department of Health Tobacco Control Program provides a list of resources. The resources provide information and materials to alleviate the need for duplication of efforts.